

## **SUMMA MAST / SUMMER Academy for MASTER Students** (June & July 2026)

### ***Co-Creating Ideas that Empower Regions***

SUMMA MAST is an intensive summer school designed for NEOLAIa Master's students, bringing them together to co-create innovative business solutions addressing the real challenges faced by the regions represented by NEOLAIa universities.

This hands-on program takes participants on a journey from problem analysis to idea generation and business plan development, using co-creation, teamwork, and experiential learning methods that turn challenges into opportunities.

The program will start with **online sessions in June 2026**, followed by an onsite training hosted by Stefan cel Mare University of Suceava, Romania, from **12 to 18 July 2026**. All SUMMA editions are organized in close cooperation with the University of Salerno (Italy) and the University of Tours (France), while welcoming teams from all NEOLAIa partner universities.

### **ARGUMENT. IDEAS THAT EMPOWER REGIONS**

As an alliance of universities rooted in small and medium-sized cities, NEOLAIa is uniquely positioned to drive innovation and regional development, fostering entrepreneurship that leverages local strengths while contributing to European and global progress.

Entrepreneurship is a driving force for economic growth, social progress, and regional transformation. In an increasingly interconnected and technology-driven world, fostering a culture of innovation and business creation is essential to building resilient and sustainable societies.

The NEOLAIa Entrepreneurship Summer School is designed to promote entrepreneurial thinking, support knowledge transfer, and drive impactful collaboration between students and business makers.

By uniting efforts and embracing a transnational approach, NEOLAIa seeks to empower individuals to contribute meaningfully to societal progress through entrepreneurship.

## THE SUMMER MAST. OVERVIEW<sup>1</sup>

The NEOLAIa Hybrid BIP Hackathon is an international co-creation program designed for students from all nine NEOLAIa partner universities. It combines online and onsite activities to guide participants through a full innovation process – from identifying regional challenges and analyzing problems to generating innovative ideas, developing sustainable business models, and presenting final business plans. Through teamwork, mentoring, and experiential learning, students will co-create entrepreneurial solutions that empower regions and promote sustainable development.

### Learning Objectives

- Apply entrepreneurial concepts and tools to real regional challenges.
- Collaboratively develop business models and business plans in international teams.
- Integrate principles of sustainability, circular economy, and innovation into business ideas.
- Experience the entrepreneurial ecosystem of NEOLAIa regions through study cases and best practices exchange.
- Build skills in pitching, storytelling, and presenting innovative ideas to a jury.

## Program Schedule

### I. Online program

#### ***Session 1 (June 25). Kick-off & Entrepreneurial Mindset***

- Welcome & introduction to the SUMMA Program (objectives, timeline, expectations)
- Presentation of Partner Universities and NEOLAIa Regions (overview of key demographics, regional context, regional ecosystem)
- The Entrepreneurial Mindset: creativity, resilience, adaptability, collaboration.

#### ***Session 2 (June 30). Business Planning & Sustainability Foundations***

- Entrepreneurship as a Driver for Regional Development. Understanding region-specific needs and place-based entrepreneurship concepts
- Inspirational Input: Why Entrepreneurship Matters for Strong Regions?
- Presentation of examples from NEOLAIa Regions (input from all partners).

#### ***Session 3 (July 1<sup>st</sup>). Regional Challenges & Start-up Basics***

- Co-Creation & Participatory Methods in entrepreneurship and regional development (PCM, Urbact, Community based development)
- Introduction to Business Planning: key components (problem, solution, market, resources, impact).

#### ***Session 4 (July 6). From Problems to Ideas***

- Regional Challenges: Presentations by partner universities
- From Challenges to Business Opportunities (co-creation intervention)
- Defining initial tasks for the onsite program: research, role distribution, preparation for onsite Hackathon

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<sup>1</sup> Small changes can occur in the final program, following the confirmation of partner

- Wrap-up & motivational closing.

## **II. Onsite program –12.07-18.07, Suceava, Romania (5 days hackathon, 2 days for opening and closing program)**

### ***Day 1 (Sunday, July 12, afternoon) Arrival & Kick-off (USV)***

- Welcome ceremony & introduction (venue: Stefan cel Mare University of Suceava)
- Presentation of Suceava city and the university campus
- Clarification of program structure and expectations.

### ***Day 2 (Monday, July 13) From Regional Challenges to Small Businesses***

- Regional Challenges Clustering: identifying 4–5 common issues
- Team Formation: five transnational teams
- Problem Tree Analysis: identifying core problems, causes and effects
- From Problems to Ideas (Ideas screening). Selection of business ideas
- Sharing and feedback in plenary.

### ***Day 3 (Tuesday, July 14) Bucovina Study Trip. Stakeholders and regional ecosystems***

- Visits to innovative local businesses (eco-agritourism, traditional crafts, circular agro-food, creative industries)
- Meetings with local entrepreneurs
- Visits to cultural and regional heritage sites in Bucovina
- Evening reflection: lessons learned applied to team projects.

### ***Day 4 (Wednesday, July 15) – Business Model Development & Innovation***

- Workshop: Market Research & Stakeholder Mapping
- Teamwork: Analyzing target markets, customer profiles, competitors
- Workshop: Business Model Canvas (key segments)
- Assisted teamwork with mentors: Developing the Business Plan (marketing plan).

### ***Day 5 (Thursday, July 16) – Business Plan Drafting***

- Developing the Business Plan (management plan, financial plan)
- Pitch Training: storytelling & elevator pitch practice
- Teamwork: drafting the business plans (integration of sustainability and circularity principles).

### ***Day 6 (Friday, July 17) – Business Plan Competition***

- Preparation of the final pitch
- Afternoon: Business Plan Competition (5 teams → 10 min pitch + 5 min Q&A each)
- Jury deliberation & Awards.

### ***Day 7 (Saturday, July 18) – Final Ceremony***

- Final reflection, certificates & closing ceremony.

## **METHODOLOGY. Learning & Teaching Methods**

- **Experiential Learning:** “learning by doing” through real regional challenges, design thinking, and prototyping.

- **Co-Creation & Participatory Methods:** collaborative idea development with peers and mentors.
- **Hackathon Methodology:** intensive, time-bound teamwork culminating in a final pitch.
- **Mentoring & Peer Feedback:** continuous support from academic and entrepreneurial mentors.
- **Problem-based Learning:** from problem identification → idea generation → business model → business plan → pitch.
- **Study Trips & Immersive Visits:** exposure to Bucovina's entrepreneurial ecosystem and cultural heritage to inspire place-based entrepreneurship.

#### **Program Outputs (Institutional / NEOLAiA level)**

- Strengthened transnational cooperation among NEOLAiA universities.
- New portfolio of entrepreneurial solutions addressing regional challenges.
- Enhanced competences in sustainability-driven entrepreneurship.
- Certified learning outcomes (3 ECTS credits).

#### **Student Deliverables / Learning Outputs**

1. **Regional Profile (1 page).** Overview of selected region and key regional challenges.
2. **Venture Idea Proposal (1 slide).** Problem statement and proposed entrepreneurial solution.
3. **Business Model Canvas (BMC).** Customer segments, value proposition, partners, costs, revenues, etc.
4. **Business Plan (~5 pages).** Problem, context, business model, sustainability, financials, and impact.
5. **Final Pitch Deck (5 slides).** Presentation summarizing idea, impact, and implementation strategy.
6. **Pitch Presentation / Competition:** Final pitch to an international jury during the closing event.

#### **BENEFITS**

1. **Hands-on Entrepreneurial Experience:** Learn by doing: from identifying problems to building real business solutions.
2. **International Collaboration:** Work in diverse, transnational teams with peers from 9 NEOLAiA universities.
3. **Mentorship & Networking:** Guidance from experienced mentors, entrepreneurs, and academics; expand your professional network.
4. **Innovation Skills:** Develop creative problem-solving, design thinking, and co-creation methods.
5. **Business Knowledge:** Gain practical insights into business planning, start-up creation, and sustainable business models.
6. **Pitching & Communication:** Train in storytelling and public speaking; present your ideas to a jury.
7. **Regional & Global Perspective:** Explore local challenges in Bucovina while addressing broader European/global issues.
8. **Cultural Immersion:** Experience Bucovina's innovative businesses, cultural heritage, community-driven development.
9. **Personal Growth:** Boost self-confidence, teamwork, leadership, and adaptability in a dynamic learning environment.
10. **Certificates & Recognition:** Receive a certificate of participation and strengthen your CV with international entrepreneurial training.

#### **ASSESSMENT**

Final assessment will be based on open presentations before the examination committee. The evaluation jury will include members of Neolaia delegation, members of TAFE (Taskforce for Entrepreneurship). The results will also include scores received from the public through an online voting system.

## Number of ECTS: 3

### WHO CAN APPLY

- Students enrolled in the Master Program of one of the NEOLAIa Universities:  
Bielefeld University (Germany), University of Jaén (Spain), University of Nicosia (Cyprus), Örebro University (Sweden), University of Ostrava (Czech Republic), University of Salerno (Italy), Stefan cel Mare University of Suceava (Romania), University of Tours (France) and Šiauliai University of Applied Sciences (Lithuania).
- Participants must have a good proficiency in the English language, as the program will be conducted in English

### HOW TO SUBMIT AN APPLICATION

Prepare Your Application: Please contact your Erasmus+ or NEOLAIa Office within your university and follow the internal selection procedures. The list of participants should be sent to USV (BIP Host) by 15 May 2026 at the latest.

For any questions regarding participation, please contact us at

[neolaia.entrepreneurship@usm.ro](mailto:neolaia.entrepreneurship@usm.ro)

Contact persons: Carmen Chasovschi (BIP Coordinator) [carmenc@usm.ro](mailto:carmenc@usm.ro);

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